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PACE SALES COACHING PROGRAM

Turn sales managers into effective sales coaches who can reinforce performance in the field.

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The Realities

COACHING IS EXPECTED. IT IS NOT ALWAYS EXPERIENCED.

94% of managers state that coaching is a part of their process, *Gallup 2022*

53% of Sales reps report receiving coaching. *Salesloft 2025*

83% of sellers rate themselves as competent. *Salesloft 2025*

41% of their managers agree. *Salesloft 2025*

21% of employees are engaged, globally costing US@438 billion. *Gallup 2025*

37% of sales reps never receive personalized feedback. *Salesloft 2025*

46% of sales reps rarely or never receive personalized feedback. *Salesloft 2025*

75% of sales reps say they are more likely to hit their targets with a coach or mentor. *Salesforce 2026*

The problem is not whether managers value coaching. It is whether coaching is structured enough to change behaviour.

Sales teams need more than pipeline reviews. They need structured, personalised and repeated coaching.

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Sales Coaching Program - PACE

- The "PACE Sales Coaching Program" by Improva is a comprehensive program designed to elevate the performance of Sales Teams.
- The PACE Framework is a practical approach designed to enhance individual performance and boost team sales results.
- Throughout the 4 modules of the framework, we offer accessible best practices and tools to empower sales managers to become effective sales coaches and contribute to your company's long-term success.

Sales Coaching Program - PACE

- Our “PACE Sales Coaching Program" aims to improve performance in the medium term and make results more sustainable by ensuring they are replicable, rather than conducting a performance review.
- One of the key challenges to reaching high sales performance is behaviour. PACE focuses on behavioural change.
- PACE is
  - A tool to motivate sales reps who feel valued.
  - A specific sales coaching methodology based on your sales processes.
  - Training materials to upskill sales managers' skills and promote the adoption of the sales coaching framework.

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PACE Framework

A SIMPLE CYCLE FOR TURNING SALES COACHING INTO REPEATABLE PRACTICE

ANALYSE & PREPARE

Skills:

- Collect Sales Data
- Profile Sales Rep.

CREATE AWARENESS & AGREE

Skills:

- Establish Connection
- Question
- Provide Feedback
- Create Commitment

FOLLOW-UP & ENSURE

Skills:

- Measure Progress
- Develop a Mitigation Plan

EMPOWER THROUGH COACHING

Skills:

- Promote Self-awareness
- Develop a Self-Improvement Plan

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PACE Framework to Turn Managers into Effective Coaches

CONNECTING COACHING TO THE SELLER DNA

Sales Managers are already highly skilled sellers. The objective is transforming Sales Managers into effective Sales Coaches who can 'elevate salesperson beyond expectations" by providing a sales coaching framework that seamlessly integrates with the 3 areas of the Seller DNA.

Through the 4 phases of the sales coaching framework, sales managers will support their teams in more strategic deals (time and activity), in sales competencies, and in fostering the development of personal attributes to improve performance (personality traits).

SELLER DNA

SALES COMPETENCIES

Sales core skills and expertise that enable achieving high-performance sales outcomes.

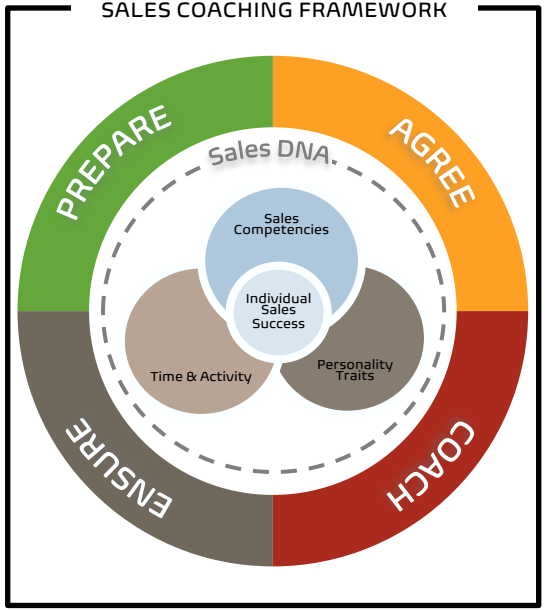
TIME & ACTIVITY

Managing agendas and prioritizing tasks to optimise productivity and results.

PERSONALITY TRAITS

Characteristics, behaviours, and qualities that influence approach, communication style, and leadership abilities.

SALES COACH DNA



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PACE Roadmap

A practical route from knowing the method to applying it with real salespeople.

01
Self-Assessment

MEASURE

Sales coaching confidence and knowledge
Team maturity and development needs
Baseline for measuring progress

02
PACE Training

LEARN

Three days of practice-based learning
PACE methodology and coaching tools
Real sales-management situations

03
Shadow Coaching

PRACTICE

Coaching with own sales team
Documented one-to-one sessions
Application of PACE in real situations
Observation of a real coaching session
Individual feedback from an Improva coach
Strengths and development priorities

04
Certification

SAIL

Demonstrated application of PACE
Completion of required coaching practice
Improva Sales Coach certification

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Self-Assessment

01 - MEASURE

- Before the course begins and after it ends, Sales Managers will receive a self-assessment questionnaire to evaluate their team's maturity.
- This allows us to
  - compare different teams,
  - gauge their awareness,
  - benchmark the results from before & after,
  - tailor the training accordingly.

PACE Training

02 - LEARN

Three days of hands-on learning focused on realistic sales-management conversations.

01 PACE Methodology

Prepare, Agree, Coach, Ensure

02 Sales Pipeline

Where coaching can change deal progress

03 Questions & Feedback

Powerful questions, GROW, feedback and feedforward

04 Motivation & Prioritization

Personal development planning, prioritization and commitment

05 Difficult Conversations

Challenging conversations and social styles

06 Team Performance

12 elements of high-performing teams and mitigation planning

Certification & Reporting

03 – PRACTICE / From training to workplace practice

PACE only becomes valuable when managers use it with their own sales teams.

1 Coach own team

Sales Managers apply PACE in one-to-one coaching sessions with their own reps or account managers.

2 Document progress

They record coaching focus, agreed actions, follow-up and performance observations.

3 Observe live coaching

After workplace practice, an Improva coach observes a real coaching session.

4 Give feedback

The Sales Manager receives feedback on strengths, missed opportunities and development priorities.

Shadow Coaching bridges the gap between knowing the framework and using it naturally in real conversations.

Shadow Coaching

04 – CERTIFICATE / Make coaching competence visible and credible.

PACE only becomes valuable when managers use it with their own sales teams.

1 Certification

Demonstrated application of PACE
Completion of required coaching practice
Improva Sales Coach certification

2 Individual Feedback

Coaching strengths and development priorities
Feedback on real session performance
Next-step development actions

3 Group Reporting

Common coaching patterns
Team capability and development needs
Leadership recommendations for follow-up

4 Credibility

A practical certificate that can be shared internally and on professional platforms

Certification is not a badge for attendance. It is recognition that the manager has applied the coaching method in practice.

Selected Experience

VODAFONE PACE SALES COACHING EXPERIENCE

Sales managers developed through PACE, workplace practice and Shadow Coaching. Participating regions showed 16% growth.

> ***"The Sales Coaching training program delivered and led by Eren İkiz was an outstanding experience for our B2B sales team members."***
>
> Vodafone Talent Development Manager

Client/program results are presented as selected experience, not as guaranteed outcomes.

Are you READY

- To boost all these figures,
- create a top-notch sales culture via a fully engaged team,
- identify your talents and create your next-gen sales leaders,
- make your company the guiding star of sales,
- increase your sales by 20% beyond normal growth
- And make this your company's sales DNA

Three ways Improva Builds Sales Capability

WHICH ONE SUITS YOU BEST?

Sales Development Centre

Diagnose capability gaps before training.

Use when the client needs evidence, assessment, reporting and targeted development.

X-Force Sales Academy

Build a shared sales culture and curriculum.

Use when the client needs a branded, company-specific development journey.

PACE Sales Coaching

Turn sales managers into effective sales coaches.

Use as a standalone product or as reinforcement after development.

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PACE owns the coaching layer: it helps managers reinforce sales behaviours after any development initiative or operate as a focused manager-development product on its own.

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Ready to build a Stronger Sales Force?

Discuss your Sales Development Needs

We can design a PACE Sales Coaching Program around your sales managers, teams, customer environment and business priorities.

- Clarify objectives and success criteria
- Assess current coaching confidence and team maturity
- Deliver practice-heavy PACE training
- Observe workplace coaching and provide feedback
- Certify Sales Coaches and report development priorities

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